

New research from the Skin & Cancer Foundation Inc shows the need for increased sun safety awareness to protect Aussie kids

Melbourne, 30th January 2018: New research published by the Skin & Cancer Foundation Inc has revealed sun protection is not part of our daily routine with three-quarters (76.1 per cent) of Australian parents saying their children only use sunscreen when they or their kids remember. Further to this, nearly nine in 10 (86.1 per cent) parents indicated their child is either not wearing the recommended amount or are unsure if sunscreen is being applied correctly.

The report, titled *The Australian Sun Safety Survey*, was commissioned with assistance from leading sunscreen brand, Banana Boat, as part of an education grant to examine awareness and behavioral trends driving sun protection measures amongst Australian families.

Despite the fact that Australia has the highest rate of skin cancer globally, the research showed around one in six Aussie children (15.8 per cent) are not using sunscreen as a sun protection measure, with over half (54.7 per cent) forgetting to use or reapply.

Associate Professor Rosemary Nixon from the Skin & Cancer Foundation Inc said, “We need to understand how important it is to look after our skin, which includes applying sunscreen and having regular skin checks. It is crucial that we take the responsibility to educate our children on sun safety. We have a responsibility to fill these knowledge gaps across age groups.”

Banana Boat Marketing Director Rachel Pullicino said, “Skin cancer rates in Australia are exceptionally high. So it is alarming that there is still a lack of knowledge surrounding the application of sunscreen. For both children and adults, it is important to apply one teaspoon per limb, 20 minutes before going outside. In addition, we must reapply every two hours, or more often after swimming, excessive perspiration or towel drying. Sunscreen is not something we can apply once and then forget about – it needs consistent attention to be effective.”

“It is important for children to be aware that in addition to sunscreen, they need to wear a t-shirt hat and sunglasses, while avoiding sun exposure during the hours 10.00am and 3.00pm,” Rachel continued.

To help families to improve their understanding of safe sun regime and to encourage best sun behaviour, Banana Boat has authored a [children’s audio book](#), *Colin Splodge and the Sizzledodge*.

“Our children’s book helps families to better understand sun safe habits. It’s a fun and stimulating way to learn about, particularly moving into the hotter months. We want kids to grow up equipped with the right information about sun safety,” Rachel said.

Additional findings from *The Australian Sun Safety Survey* report:

- More than one-third (36.3 per cent) of Australian children aged between 0 and 18 have suffered from sunburn in the last 12 months.
- Only two in five (41.9 per cent) Aussie parents say their children use sunscreen daily regardless of their activities.
- More than two in five (42.8 per cent) Aussie teens suffered burns in the past 12 months.
- Nearly half (48.9 per cent) of Aussie parents have not examined themselves for skin cancer, with only one in five (19.3 per cent) planning to do so within the next 12 months or in the next five years.
- Two in three (66.0 per cent) parents are not aware that sunscreen can become less effective if stored at a temperature greater than 25°C.
- A little over half (52.6 per cent) of Aussie parents know sunscreen may be less effective after it has been exposed to extreme temperatures. Close to half (47.4 per cent) either disagree or do not know.
- Although more than half (58.0 per cent) of Aussie parents believe sunscreen doesn't work after it has passed its expiration date, more than two in five (42.0 per cent) either disagree or do not know.
- Half (50.4 per cent) of Aussie parents do not typically look at the expiry date of sunscreen before they use it, with three in 10 (31.1 per cent) admitting they rarely or never do so.

Note to Editor:

About the Skin & Cancer Foundation Inc, Melbourne.

The Skin & Cancer Foundation Inc is a not-for-profit that delivers highly specialised treatment, education and research for skin diseases, skin cancers and melanoma.

We are a fully accredited day procedure centre that now cares for some 30,000 patients each year in our world-class clinical facilities.

The Foundation also delivers professional education for dermatologists and registrars, specialist training for visiting international medical graduates, workshops to upskill GPs and medical students, as well as public education programs aimed at improving skin health in the community. We conduct clinical trials and world-class research projects that are published and presented internationally. Headquartered in Melbourne, the Skin & Cancer Foundation Inc has become Australia's centre of excellence in skin health, and home for dermatology.

The Australian Sun Safety Survey was developed by the Skin & Cancer Foundation Inc, and the work was funded by an untied education grant by Edgewell Personal Care.

About Edgewell Personal Care

Edgewell Personal Care is a global team of 6,000 visionaries, doers and makers. Our portfolio of over 25 brands touches lives in more than 50 countries. From baby to body, the company is passionate about making the little moments leading up to the big memories just a little bit easier. Simply put, Edgewell aims to make the products that families rely on more inspiring, personal and trustworthy—so they can devote more energy in the people they care about most. In Australia, Edgewell Personal Care owns Banana Boat, Schick and Wet Ones. For more information, please visit edgewell.com

Methodology

A national population survey **was conducted** by CoreData between October 4th and 9th 2017, via a quantitative online survey. Cookies and internal data checking were used to reduce potential duplicate entries. A total of 1,400 respondents completed the survey and these responses formed the basis of the analysis. There were 1,000 Australian respondents and

400 New Zealand respondents. All respondents were aged 18 years old and above and had at least one child 18 years old or younger living at home.

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